

## BULLETIN

 Watercress

 Arugula

[www.watercress.com](http://www.watercress.com)

## B&W Expands Product Lines

### New Food Service Watercress & Baby Arugula Packs Debut

Fellsmere, Fl. B&W Quality Growers has introduced a new food service line of products, including watercress and baby arugula. Packed in 1 1/2 pound cellos and sold two units per box, these unique packs are tailored to the specific needs of chefs and food service operators.

The packs are available in three configurations; two watercress bags per box, two baby arugula bags per box, or one of each per box, and stack 130 units per pallet.

"These new packs are a natural extension of B&W's strategy of developing packs tailored to the needs of important segments in ways that reinforce our relationship as the supplier for these highly perishable items", says B&W CEO David Green.

B&W Food Service packs are hydro-cooled, double-washed, iceless and available year-round. In addition, the watercress is specially harvested to include fewer stems and more leafy tops and the baby arugula is machine harvested with a single 'full-leaf' cut at it's peak of flavor and tenderness.

Adds B&W V.P. of Sales Joe Cole, "These packs nicely compliment our popular wholesale and retail product lines and are configured based on our research with chefs and food service



operators. Now there's no reason for any restaurant not to include watercress and baby arugula as part of their regular menu."

B&W recently completed an overhaul of its' packing operations, including the addition of a state-of-the-art mechanized bagging system. "This new system will provide us a significant improvement in the quality of our cello product lines, including reduced bruising, improved shelf-life and a much better looking product. We're extremely proud of this new capability," says Alan Temple B&W's V.P. of Production.

All B&W products are grown and packed by B&W at their regional, seasonal farms in the United States and governed by a comprehensive HACCP and GMP programs.

B&W Quality Growers, Inc. is a family owned and operated grower shipper with five generations of watercress experience that dates to 1870. Headquartered in Fellsmere, Florida, B&W maintains seasonal farms in six states to ensure year-round availabilities.

# Turn over a new leaf for FLAVOR

## Tasty New Watercress Recipes!



### Mediterranean Salad Bowl with Watercress

#### Poaching Liquid:

- 1 1/2 cups water
- 1/2 medium onion, sliced
- 3 slices lemon
- 1/2 teaspoon salt
- 6 whole black peppercorns
- 1 bay leaf

#### Avogolemono Dressing:

- 1/2 cup poaching liquid (from above)
- 1 level teaspoon cornstarch
- 2 tablespoons, plus 1 teaspoon fresh lemon juice
- 1 large egg, lightly beaten
- dash of salt

#### Seafood:

- 1 pound halibut or cod fillet, each piece 3/4" thick
- 8 ounces raw large shrimp, shelled and deveined

#### Salad:

- 3 bags or bunches B&W watercress (approx. 12 oz.)
- 1 jar (6 ounces) marinated artichoke hearts
- 2 cups garbanzo beans
- 1/2 fennel bulb
- 12 small radishes, trimmed
- 1 cup cherry tomatoes
- 1/2 English cucumber, thinly sliced
- 4 ounces feta cheese, broken into chunks
- 12 ripe olives or greek olives

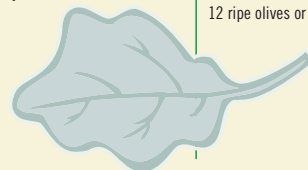
#### DIRECTIONS

**Poach Seafood:** In medium frying pan, combine poaching liquid ingredients. Bring to a boil; reduce heat, cover and simmer 10 minutes. Place fish in pan. Simmer, covered, until fish turns opaque and just begins to flake, 5-8 minutes, depending on the thickness of the fish. With wide spatula, transfer fish to plate. Add shrimp and cook until they turn pink. Remove shrimp. Pour poaching liquid through sieve lined with paper towel; let stand until cool. Refrigerate seafood until ready to use.

**Prepare dressing:** In 1-quart pan, dissolve corn starch in 1/2 cup cold poaching liquid. Whisk in lemon juice and egg. Cook, stirring constantly, over low heat until mixture thickens slightly and lightly coats spoon, 5-7 minutes. Remove pan from heat and nest on bowl of ice water until mixture cools. Add sour cream and salt; whisk until evenly blended. Pour dressing into small bowl and refrigerate until ready to serve.

**Make the Salad:** Before arranging the salad, drain artichoke hearts, reserving marinade. In separate bowls, stir mushrooms and garbanzos with a spoonful or two of the marinade.

Keeping each item separate, arrange fish, shrimp, artichoke hearts, mushrooms, garbanzos, fennel, radishes, cherry tomatoes, cucumber, cheese, olives and B&W watercress in a wide, shallow serving bowl. Serve salad with dressing on the side.



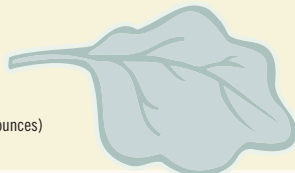
### Seared Tuna with Blood Orange-Fennel Glaze over Sautéed Watercress

Recipe Courtesy Bobby Flay

- 2 teaspoons fennel seed
- 4 cups blood orange juice
- 1 cup orange juice
- 2 tablespoons Dijon mustard
- 1 tablespoon honey
- 4 fresh tuna fillets, about 6 oz. Each
- 3 bunches or bags B&W Watercress (approx. 12 ounces)
- salt and freshly ground pepper

#### DIRECTIONS

Place a small sauté pan over medium heat. Add the fennel seeds and toast for 1 minute. Place both juices and fennel seeds in medium saucepan and cook over high heat until reduced to 1 cup. Remove from heat and whisk in mustard and honey. Heat grilling pan over high heat. Season fillets on both sides with salt and pepper and brush one side of fish with the glaze. Cook glazed side down until golden brown, about 2 minutes. Turn over, brush with glaze and continue cooking 1 to 2 minutes for medium-rare doneness. Put watercress in grilling pan and let cook for 1-2 minutes or until wilted. Place watercress on plate and top with the tuna, adding any remaining glaze as a sauce.

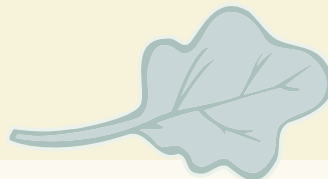


### Watercress, Feta and Olive Salad

- 1 pound feta (crumbled)
- 3 bunches or bags B&W Watercress (approx. 12 ounces)
- 1 lemon, zested and minced
- 1 orange, zested and minced
- 1/2 cup kalamata olives
- 1/2 cup green olives, pitted and sliced
- 1/2 small red onion, diced
- 3 garlic cloves, minced
- 1 cup cherry tomatoes, halved
- 1/3 cup extra virgin olive oil
- 1 tablespoon minced fresh cilantro
- 2 teaspoons minced fresh oregano
- 2 teaspoons minced fresh mint leaves
- Fresh ground pepper

#### DIRECTIONS

Place the feta in a large shallow bowl, add the onion, garlic, lemon zest, orange zest, cherry tomatoes, green olives and black olives. Toss lightly and completely. Drizzle the olive oil over the salad and toss again. Add the cilantro, oregano and mint and ground pepper to taste. Arrange B&W watercress on plates and spoon feta salad on top. Serve immediately.



### Watercress with Kiwi-Honey Vinaigrette

From Vegetarian Times Vegetarian Entertaining

#### Dressing

- 2 kiwi fruits, peeled and coarsely chopped
- 3 tablespoons canola oil
- 2 tablespoons red wine vinegar or apple cider vinegar
- 1 tablespoon honey
- 1/4 teaspoon salt
- 1/4 teaspoon white pepper

#### Salad

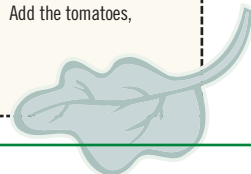
- 1 bunch or bag B&W Watercress (approx. 4 ounces)
- 8-10 cherry tomatoes, halved
- 1/2 cucumber, sliced (peeled if waxed)
- 1 large carrot, peeled and shredded

#### DIRECTIONS

To make the dressing, combine all dressing ingredients in a blender or food processor fitted with a steel blade and process until smooth, about 10-15 seconds. Pour into serving container and refrigerate until ready to use.

To make the salad, arrange the watercress, removing any large stems. Add the tomatoes, cucumber and carrot on two (2) salad plates. Spoon dressing on top.

Makes 2 servings



# Turn over a new leaf for HEALTH

Compare the nutrition of Watercress!



### Average Daily Recommended

|                   | Potassium<br>330 mg | Iron<br>12 mg | Calcium<br>1000 mg |
|-------------------|---------------------|---------------|--------------------|
| <b>WATERCRESS</b> | <b>330</b>          | <b>1.8</b>    | <b>300</b>         |
| Asparagus         |                     |               | 21                 |
| Snap Green Beans  | 209                 | 1.1           | 65                 |
| Broccoli          | 325                 | 1.3           | 130                |
| Cabbage           | 246                 | .5            | 46                 |
| Carrot            |                     | .8            | 39                 |
| Celery            |                     | .5            | 50                 |
| Cucumber          |                     | .3            | 10                 |
| Head Lettuce      |                     | .5            | 22                 |
| Leaf Lettuce      | 290                 | 1.1           | 22                 |
| Peas              |                     | 1.9           | 22                 |
| Radishes          |                     | 1.0           | 37                 |
| Spinach           | 558                 | 3.0           | 81                 |



For centuries watercress has been recognized as an effective treatment for a wide-range of ailments and medical conditions. Watercress contains loads of vitamin C, Vitamin A, potassium, iron, copper, calcium, Vitamin K. So, who needs an artificial vitamin supplement when all you really need is to...

## Eat More Watercress.

And of course, build a daily diet rich in a wide range of fruits and vegetables, part of a 5-a-day regime.



### Daily Recommended

|                   | VitaminK<br>330 mg | VitaminA<br>5000 I.U. | VitaminB1<br>1.5 mg | VitaminB3<br>1.5 mg | VitaminC<br>75 mg |
|-------------------|--------------------|-----------------------|---------------------|---------------------|-------------------|
| <b>WATERCRESS</b> | <b>250</b>         | <b>4530</b>           | <b>.08</b>          | <b>.169</b>         | <b>65.6</b>       |
| Asparagus         | 85                 | 1000                  | .16                 | .17                 | 33                |
| Snap Green Beans  | 47                 | 630                   | .08                 | .10                 | 19                |
| Broccoli          | 205                | 1500                  | .09                 | .21                 | 118               |
| Cabbage           |                    | 80                    | .07                 | .06                 | 52                |
| Carrot            |                    | 13000                 | .07                 | .06                 | 52                |
| Celery            |                    |                       | .03                 | .04                 | 7                 |
| Cucumber          |                    | 360                   | .04                 | .09                 | 8                 |
| Head Lettuce      |                    | 540                   | .06                 | .07                 | 8                 |
| Leaf Lettuce      | 2                  | 1620                  | .07                 | .07                 | 18                |
| Peas              |                    | 680                   | .36                 | .18                 | 36                |
| Radishes          |                    | 30                    | .04                 | .04                 | 34                |
| Spinach           | 400                | 9420                  | .12                 | .34                 | 50                |

## Folic Plus Juice with Watercress

- 2 Florida oranges, peeled and quartered
- 3 kale leaves, washed
- 1 bag or bunch B&W Watercress
- 5 stalks asparagus, washed
- 1 tablespoon soy protein powder

Using Juicer, process oranges, kale, watercress and asparagus. Whisk together and pour into a glass. Whisk in protein powder

## Sauteed Watercress

- 2 tablespoons olive oil
- 2 cloves garlic, sliced
- 3 bags or bunches B&W Watercress, rinsed and patted dry
- 2 tablespoons sherry vinegar

Heat oil in a large sauté pan. Add garlic and cook over medium heat for 1 minute. Toss in the watercress and cook until it wilts (approx. 1-2 minutes). Add vinegar, toss and serve.

## Making the Most of your Fresh Watercress

- No matter what kind of salad greens you use, have them dry, crisp and cold. For best results, wash the greens (even those that say pre-washed) a day ahead, whirl dry in a salad spinner, place in a plastic bag and chill. Rinse watercress in a bowl of iced water, trimming off the thick stem while submerged. Wilted or dehydrated watercress can often be revitalized by soaking it in icy water.
- Blanching can sweeten the flavor and heighten the color of vegetables you don't want to serve raw while retaining some crispness. To blanch, plunge watercress in a pan of boiling, lightly salted water and cook 1-2 minutes until crisp-tender. To preserve the texture, cool the watercress quickly in an ice-water bath, then pat dry and refrigerate until you are ready to use.
- Watercress makes a nice fresh green bed for meat, poultry and fish entrees. The heat of the entree will lightly cook and wilt the watercress for a tender fresh vegetable accompaniment.
- Store watercress in your refrigerator in a sealed zip-lock bag, with a moistened paper towel. The humidity of the towel will prolong the freshness of the watercress.
- Up to the renaissance, this spunky member of the mustard family was esteemed as a breath freshener and palate cleanser, as well as for medical purposes which included purification of the blood
- Brazilian research found watercress extract to possess anti-tumor properties while other research found the juice of watercress leaves to be active against cultures of tubular bacillus." Native Essence Herb Company's Herbal Formulas.com.

**We Grow Quality.**



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*Traditional Bunch*  
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